



## JESSICA LYONS

**Evaluator**  
DISC Type : cds

**Growth Marketing (2020-Present) at Study.com**  
United States

### Overview

Jessica has no verified overview

#### 👤 Personality Overview

Thorough Evaluator
Hard To Convince
Fast But Analytical

They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They focus on the results, but can still be quite procedural and analytical about how to get there. They are not very likely to become strong advocates of your product or service.

#### 👤 Topics They Care About

Jessica has no verified topics they care about

### Media Appearances

Jessica has no verified media appearances

### Work History

- 4-2020 - 4-2026  
Growth Marketing (2020-Present) at Study.com
- 1-2012 - 4-2020  
Content Strategy (2012-2020) at Study.com
- 11-2004 - 5-2011  
Reporter/Editor at Schneps Communications

### Education

- Bachelor's degree from St. John's University

### More Information

Social Presence :



## Prographics :

Exp : 20 Location : **United States** Job Level : **N/A** Designation : **Growth Marketing (2020-Present) at Study.com**

# Insights For Selling To Jessica

## 👉 During A Call Or A Meeting

### DO's

- Use phrases like 'the ROI of this', 'X% more' etc.
- Keep a professional, business-like approach; especially if you tend to get informal quickly
- Showcase your competitive superiority clearly when possible or address it at the minimum

### DONT's

- Don't focus on relationship, focus purely on the merit of your product
- Avoid making strong statements, instead invite them to agree with you by asking them questions
- Avoid too much small talk, just a few formal pleasantries should be fine

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

**Pace:** Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

**Tone:** Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

**Tactics To Win:** Use of negations, giving full information

**Mistakes To Avoid:** Use of superlatives, overusing social proof

**Making The Ask:** Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

**Subconscious Driver:** They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

### Script

**Greeting:** Hi Jessica, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

**Introduction:** My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

**Ask:** Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

**Close:** Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect\_email] would be the right email ID for you?

## 👉 When Writing An Email

**Subject:** To the point, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No

*Example: Skip usual lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Clearly state your ask

*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

**Complimentary Close:** None or standard

*Example: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Jessica is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Jessica

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

## Insights For Deal Planning

How Fast (Or Slow) Will Jessica Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Jessica Take Some Risk Or Not?

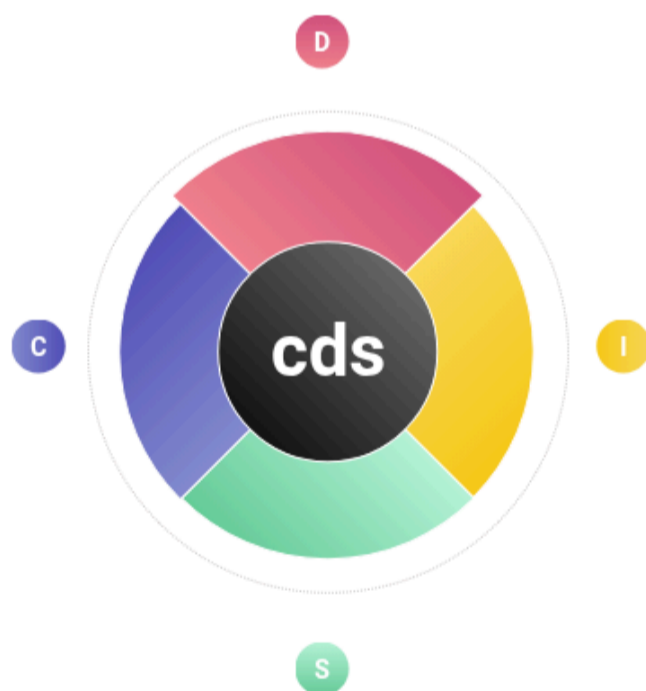
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

## You And Jessica

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Jessica's Key Traits



### CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

### DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.